

National Infant Immunization Week Sample Key Messages

- Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death. They not only help protect vaccinated individuals from developing potentially serious diseases, they also help protect entire communities by preventing and reducing the spread of infectious agents.
- Immunizations are one of the most important ways parents can protect their children against serious diseases.
- Each day, 11,000 babies are born in the United States who will need to be immunized against twelve diseases before age two.
- We can now protect children from more vaccine preventable diseases than ever before. Because we can prevent more diseases, parents are often not aware what it takes to fully immunize a child.
- Infants and young children are particularly vulnerable to infectious diseases; that is why it is critical that they are protected through immunization.
- Children who are not immunized increase the chance that others will get a vaccine preventable disease.
- Immunizations are extremely safe thanks to advancements in medical research and ongoing review by doctors, researchers, and public health officials.
- Children are far more likely to be harmed by serious infectious diseases than by immunization.
- Parents and caregivers need to take responsibility for their child's vaccinations. They are encouraged to become informed consumers and keep a record of each immunization visit.
- Immunization protects families and communities. Children who are not immunized increase the chance that others will get the disease.
- Over 500 communities throughout the United States--from New York City to San Diego, California are expected to participate in NIIW, April 25-May 1, 2004.
- US cities will join other communities throughout the Western Hemisphere --communities from Canada to the tip of South America and throughout the Caribbean--to participate in Vaccination Week in the Americas, April 24-30. This unprecedented event joins together over 35 countries in the Western Hemisphere, including the United States, to highlight the need for routine vaccinations and promote access to health services for infants and children.